

Appln No. 09/923,829

Amdt date June 18, 2004

Reply to Office action of December 18, 2003

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for incentive advertising, comprising:

receiving a viewer profile, the viewer profile including a viewer identification;

selecting advertising content based on the viewer profile;

sending the ~~advertisement~~ advertising content for display to a viewer; and

transmitting to the viewer a viewer reaction query associated with the selected advertising content;

recording a viewer response to the viewer reaction query; ~~advertising content and the viewer identification for awarding an advertising incentive.~~

storing in a data store a viewer identifier for the viewer in response to receipt of the viewer response;

querying the data store for stored viewer identifiers satisfying a pre-determined criterion; and

selecting a particular viewer identifier from the stored viewer identifiers, wherein the particular viewer associated with the particular viewer identifier is awarded an incentive.

2. (Currently Amended) The method of Claim 1, wherein the ~~advertising~~ incentive is an entry into a game of chance.

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3. (Original) The method of Claim 1, wherein the viewer response is a single value indicating the viewer's preference for the advertising content.

4. (Original) The method of claim 1, wherein the viewer response is the viewer's answer to an advertiser's question.

5. (Original) The method of claim 4, wherein the advertiser's question is customized by the advertiser to accompany the advertising content.

6. (Original) The method of claim 1, further comprising:

receiving a first viewer's comments about a brand;
generating a chat broadcast message from the first viewer's comments;
transmitting the chat broadcast message to a plurality of viewers.

7. (Currently Amended) A data processing system adapted for incentive advertising, comprising:

a processor; and
a memory operably coupled to the processor and having program instructions stored therein, the processor being operable to execute the program instructions, the program instructions including:

receiving a viewer profile, the viewer profile including a viewer identification;
selecting advertising content based on the viewer profile;
sending the ~~advertisement~~ advertising content for display to a viewer; and

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transmitting to the viewer a viewer reaction query associated with the selected advertising content;

recording a viewer response to the ~~advertising content and the viewer identification for awarding an advertising incentive.~~ viewer reaction query;

storing in a data store a viewer identifier for the viewer in response to receipt of the viewer response;

querying the data store for stored viewer identifiers satisfying a pre-determined criterion; and

selecting a particular viewer identifier from the stored viewer identifiers, wherein the particular viewer associated with the particular viewer identifier is awarded an incentive.

8. (Currently Amended) The data processing system of Claim 7, wherein the ~~advertising~~ incentive is an entry into a game of chance.

9. (Original) The data processing system of Claim 7, wherein the viewer response is a single value indicating the viewer's preference for the advertising content.

10. (Original) The data processing system of claim 7, wherein the viewer response is the viewer's answer to an advertiser's question.

11. (Original) The data processing system of claim 10, wherein the advertiser's question is customized by the advertiser to accompany the advertising content.

12. (Original) The data processing system of claim 7, the program instructions further including:

receiving a first viewer's comments about a brand;

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generating a chat broadcast message from the first viewer's comments;

transmitting the chat broadcast message to a plurality of viewers.

13. (New) The method of claim 1 further comprising:
transmitting to the particular viewer a notification associated with the awarded incentive.

14. (New) The method of claim 1, wherein the viewer identifier is an internet protocol address.

15. (New) The method of claim 1, wherein the pre-determined criterion includes a range of dates.

16. (New) The method of claim 1, wherein the viewer profile includes advertising content viewing preferences of the viewer.

17. (New) The method of claim 1, wherein the viewer profile further includes a language preference of the viewer .

18. (New) The data processing system of claim 7, wherein the program instructions further comprise:
transmitting to the particular viewer a notification associated with the awarded incentive.

19. (New) The data processing system of claim 7, wherein the viewer identifier is an internet protocol address.

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20. (New) The data processing system of claim 7, wherein the pre-determined criterion includes a range of dates.

21. (New) The data processing system of claim 7, wherein the viewer profile includes advertising content viewing preferences of the viewer.

22. (New) The data processing system of claim 7, wherein the viewer profile further includes a language preference of the viewer.